

The Craft Keepers: Young Indian Brands Weaving Traditional Craft

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As global fashion turns its gaze to India's rich artisanal heritage, a new generation of **young Indian brands** is leading a quiet revolution — blending age-old craft traditions with modern luxury and contemporary style. These labels are doing more than just referencing heritage; they are **actively preserving techniques and storytelling** while elevating Indian craftsmanship to global relevance.

At the heart of this movement is a deep respect for **cultural continuity and artisanal expertise**. Instead of relying on trends or superficial “heritage motifs,” these brands invest in the **knowledge passed down through generations of karigars (artisans)** and reinterpret it for today's fashion and lifestyle consumer.

Homegrown Brands Putting Craft at the Forefront

Among the standout labels reshaping how Indian craft is perceived in luxury fashion are:

Saundh

Bridging traditional Indian artistry with global fashion sensibilities, **Saundh** seamlessly blends **rich prints and regional textiles** with contemporary silhouettes. The brand's collections — which range from kurtis and lehengas to Indo-fusion gowns — draw inspiration from India's diverse craft legacy, while maintaining comfort and wearability for modern wardrobes. Its in-house development and strong distribution ecosystem help Saundh consistently deliver fresh yet familiar designs.

trueBrowns

Founded in 2019 by **Udita Bansal**, trueBrowns emerged from a desire to reinterpret Indian ethnic wear for the **urban, global Indian**. Known for lightweight, flowy silhouettes and minimal detailing, the brand uses traditional fabrics in ways that feel both nostalgic and suited to modern life. Its accessible price points and digital-first presence have helped the label resonate with style-conscious consumers across India and abroad.

Hiranya

Committed to **sustainability and ethical craft revival**, **Hiranya** works closely with weavers from Chanderi, Varanasi, Burdwan and Fulia. Each piece — from handloom sarees and scarves to anti-fit wardrobe staples — is crafted with pure linen, cotton and silk using traditional dyeing and weaving methods. By prioritising **fair pricing and artisan welfare**, the brand builds sustainable livelihoods while ensuring that no two handcrafted pieces are identical.

Craft, Continuity and Conscious Luxury

What sets these “craft keepers” apart is not only their **creative reinterpretation of Indian textiles**, but also their **holistic involvement with the communities behind them**. Rather than outsourcing craft for novelty, these Indian brands embed artisanship into their core identity — from design to production.

They also reflect a broader shift in consumer behaviour. Today’s customers, especially younger generations, are seeking **stories, authenticity and sustainability** over fleeting trends. This has led to greater appreciation for brands that offer **meaningful design rooted in heritage**, encouraging deeper emotional connection with each piece.

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